Predictive scoring is an essential part of an ABM strategy. It enables you to gather insights about your current accounts and predict future behaviors.

The goal is to find more accounts similar to your best customers. So it’s common for B2B companies to use predictive scoring to emulate customers that have characteristics, such as:

- Low churn rate
- Long lifetime value

This, in turn, enables you to:
- Prioritize your accounts
- Develop personalized content that converts (increase retention)
- Upsell and cross-sell products at the right time (boost revenue)
- Identify prospects with similar attributes (promote growth)

So what does a sample B2B predictive score look like? Let’s take a look at an example.

**Creating Predictive Scores for B2B Accounts**

Let’s say you’re a SaaS company offering finance software that caters to HR professionals in the construction industry.

You have a customer that’s been with you for two years and has purchased several other services within this timeframe. So you want to find more accounts similar to that customer.
To do this, you'll need to outline the parameters you want to emulate:

- HR professionals and CFOs
- Uses financial software to manage invoices and payroll
- Has been with you for at least 18 months
- Has downloaded one or more of your guides featuring a new service/tool you're offering
- Works in the construction industry
- Has revenue of $1M to $20M
- Has the propensity to close deals $25K or more

Of course, you don't have to stop here; the more detailed your parameters, the better the results.

Now, you don’t have to prioritize only those accounts that have all of these matches. This is where the scoring comes in. You determine the importance of each parameter.

For example, you may put the length of time with your company, software used, and propensity to buy your product as top priorities. So these would have a higher score.

It may look something like this:

- Software used: 50 points
- Months with company: 50 points
- The propensity to buy your product: 50 points
- Industry: 45 points
- Downloaded premium content: 45 points
- Revenue: 40 points
- Profession/Role: 40 points

Then you can set the priority score to 150 or higher. Accounts with this score will then be targeted by your sales and marketing teams.

You can repeat this process with all of your top customers so you can pinpoint accounts to which you should be nurturing and sending personalized offers. The good news is that Leadspace can help you do all this and even automate the process for you.
Leadspace: Putting the Power of AI to Work for B2B Predictive Scoring

With Leadspace as your AI-powered customer data platform, you’ll receive insights for recommended actions. For instance, the predictive scoring model may recommend that you send resources to the account that resonates with its particular pain points and situational needs.

Let’s say you have an HR account who’s using your invoicing tool and has shown interest in your payroll tool (by visiting a product page or reading a related blog post).

You can send them a series of emails with links to downloadable content that will educate them on their payroll issues and how your tool can improve their professional lives.

However, if they’ve already downloaded this content, then you can signal your salespeople to reach out with a personalized offer.

Predictive scoring is a simple and automated process when you implement it properly. It’ll quickly predict the propensity for a specific action to occur so your marketing and sales teams can capitalize on it right away.

Put the power of predictive to work for your marketing and sales department today and revolutionize the way you use data.